

## INVOICE



**WDAF**  
**3030 Summit St.**  
**Signal Hill**  
**Kansas City, MO 64108**  
**Main: (816)753-4567**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
583233-1	10/28/12	October 2012	10/01/12 - 10/22/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Dan Driscoll	Washington DC	National

Advertiser	Product	Estimate Number
Missouri PMCSA	MISSOURI PMCSA	C16C22

Billing Address:

Smart Media Group LLC  
 Attention: Accounts Payable  
 814 King Street  
 Suite 400  
 Alexandria, VA 22314

Flight Dates	Order #	Alt Order #
10/16/12 - 10/22/12	583233	09842331

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

IDB #	Advertiser Code	Product Code
1046	MOPE	ORDR

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
2	10/17/12	10/17/12	M-F 9-10a	9-10a	--W----	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 --W---- 1 \$500.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/17/12 9:17 AM M-F 9-10a 9-10a :30 DMMPACAPAC1201 \$500.00 NM									
3	10/18/12	10/18/12	M-F 9-10a	9-10a	---T---	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---T--- 1 \$500.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 10/18/12 9:44 AM M-F 9-10a 9-10a :30 DMMPACAPAC1201 \$500.00 NM									
4	10/19/12	10/19/12	M-F 9-10a	9-10a	----F--	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ----F-- 1 \$500.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 F 10/19/12 9:58 AM M-F 9-10a 9-10a :30 DMMPACAPAC1201 \$500.00 NM									
5	10/22/12	10/22/12	M-F 9-10a	9-10a	M-----	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 M----- 1 \$500.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/22/12 9:52 AM M-F 9-10a 9-10a :30 DMMPACAPAC1201 \$500.00 NM									
7	10/17/12	10/17/12	M-F 12-1p	12-1p	--W----	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 --W---- 1 \$500.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/17/12 12:38 PM M-F 12-1p 12-1p :30 DMMPACAPAC1201 \$500.00 NM									

## INVOICE

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
583233-1	10/28/12	October 2012	10/01/12 - 10/22/12

Advertiser	Product	Estimate Number
Missouri PMCSA	MISSOURI PMCSA	C16C22



Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
8	10/18/12	10/18/12	M-F 12-1p	12-1p	---T---	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---T--- 1 \$500.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 10/18/12 12:23 PM M-F 12-1p 12-1p :30 DMMPACAPAC1201 \$500.00 NM									
9	10/19/12	10/19/12	M-F 12-1p	12-1p	----F--	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ----F-- 1 \$500.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 F 10/19/12 12:43 PM M-F 12-1p 12-1p :30 DMMPACAPAC1201 \$500.00 NM									
10	10/22/12	10/22/12	M-F 12-1p	12-1p	M-----	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 M----- 1 \$500.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/22/12 12:52 PM M-F 12-1p 12-1p :30 DMMPACAPAC1201 \$500.00 NM									
12	10/18/12	10/18/12	M-F 4-5p	4-5p	---T---	:30	1	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---T--- 1 \$375.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 10/18/12 4:11 PM M-F 4-5p 4-5p :30 DMMPACAPAC1201 \$375.00 NM									
14	10/17/12	10/17/12	M-F 7-9a	7-9a	--W----	:30	1	\$825.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 --W---- 1 \$825.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/17/12 7:58 AM M-F 7-9a 7-9a :30 DMMPACAPAC1201 \$825.00 NM									
15	10/18/12	10/18/12	M-F 7-9a	7-9a	---T---	:30	1	\$825.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---T--- 1 \$825.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 10/18/12 7:53 AM M-F 7-9a 7-9a :30 DMMPACAPAC1201 \$825.00 NM									
16	10/19/12	10/19/12	M-F 7-9a	7-9a	----F--	:30	1	\$825.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ----F-- 1 \$825.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 F 10/19/12 8:38 AM M-F 7-9a 7-9a :30 DMMPACAPAC1201 \$825.00 NM									
17	10/22/12	10/22/12	M-F 7-9a	7-9a	M-----	:30	1	\$825.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 M----- 1 \$825.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/22/12 7:08 AM M-F 7-9a 7-9a :30 DMMPACAPAC1201 \$825.00 NM									

## INVOICE

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
583233-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
Missouri PMCSA	MISSOURI PMCSA	C16C22	



Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
18	10/21/12	10/21/12	Su 7-9a	Su 7-9a	-----S	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----S 1 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Su 10/21/12 8:59 AM Su 7-9a Su 7-9a :30 DMMPACAPAC1201 \$500.00 NM									
21	10/17/12	10/17/12	9-930p	9-930p	--W----	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 --W---- 1 \$1,800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 W 10/17/12 11:10 PM 9-930p 9-930p :30 DMMPACAPAC1201 \$1,800.00 NM *									
22	10/18/12	10/18/12	930-10p	930-10p	---T---	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---T--- 1 \$1,800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Th 10/18/12 11:04 PM 930-10p 930-10p :30 DMMPACAPAC1201 \$1,800.00 NM *									
23	10/19/12	10/19/12	930-10p	930-10p	----F--	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ----F-- 1 \$1,800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 10/19/12 10:48 PM 930-10p 930-10p :30 DMMPACAPAC1201 \$1,800.00 NM *									
24	10/22/12	10/22/12	930-10p	930-10p	M-----	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 M----- 1 \$1,800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 10/22/12 11:23 PM 930-10p 930-10p :30 DMMPACAPAC1201 \$1,800.00 NM *									
25	10/18/12	10/18/12	MLB Championship Serie 3p-CC		---T---	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---T--- 1 \$3,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Th 10/18/12 9:30 PM MLB Championship Series 3p-CC :30 DMMPACAPAC1201 \$3,000.00 NM									
26	10/18/12 In 25	10/18/12	MLB Championship Serie 3p-CC		---T---	:30	2	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---T--- 2 \$3,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Th 10/18/12 6:29 PM MLB Championship Series 3p-CC :30 DMMPACAPAC1201 \$3,000.00 NM 2 4 Th 10/18/12 10:31 PM MLB Championship Series 3p-CC :30 DMMPACAPAC1201 \$3,000.00 NM									
28	10/22/12 In 27	10/22/12	MLB Championship Serie 3p-CC		M-----	:30	1	\$4,375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 M----- 1 \$4,375.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 10/22/12 10:49 PM MLB Championship Series 3p-CC :30 DMMPACAPAC1201 \$4,375.00 NM									

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
583233-1	10/28/12	October 2012	10/01/12 - 10/22/12

  

<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
Missouri PMCSA	MISSOURI PMCSA	C16C22

<u>Total Spots</u>	<b>22</b>	<u>Gross Total</u>	<b>\$28,750.00</b>
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**Payment Terms 30 Days**

<u>Agency Commission</u>	<b>\$4,312.50</b>
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<u>Net Amount Due</u>	<b>\$24,437.50</b>
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## INVOICE



**WDAF**  
**3030 Summit St.**  
**Signal Hill**  
**Kansas City, MO 64108**  
**Main: (816)753-4567**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
584150-1	10/28/12	October 2012	10/01/12 - 10/28/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Dan Driscoll	Washington DC	National

Advertiser	Product	Estimate Number
Missouri PMCSA	MISSOURI PMCSA	C23C29

Billing Address:

Smart Media Group LLC  
 Attention: Accounts Payable  
 814 King Street  
 Suite 400  
 Alexandria, VA 22314

Flight Dates	Order #	Alt Order #
10/23/12 - 10/29/12	584150	09842332

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

IDB #	Advertiser Code	Product Code
1046	MOPE	ORDR

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/23/12	10/23/12	M-F 9-10a	9-10a	-T-----	:30	1	\$500.00	NM
line 1 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -T----- 1 \$500.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Tu 10/23/12 9:56 AM M-F 9-10a 9-10a :30 DMMPACAPAC1201 \$500.00 NM									
2	10/24/12	10/24/12	M-F 9-10a	9-10a	--W----	:30	1	\$500.00	NM
line 2 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --W---- 1 \$500.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/24/12 9:55 AM M-F 9-10a 9-10a :30 DMMPACAPAC1201 \$500.00 NM									
3	10/25/12	10/25/12	M-F 9-10a	9-10a	---T---	:30	1	\$500.00	NM
line 3 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ---T--- 1 \$500.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 10/25/12 9:33 AM M-F 9-10a 9-10a :30 DMMPACAPAC1201 \$500.00 NM									
4	10/26/12	10/26/12	M-F 9-10a	9-10a	----F--	:30	1	\$500.00	NM
line 4 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ----F-- 1 \$500.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 F 10/26/12 9:26 AM M-F 9-10a 9-10a :30 DMMPACAPAC1201 \$500.00 NM									
6	10/23/12	10/23/12	M-F 12-1p	12-1p	-T-----	:30	1	\$500.00	NM
line 6 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -T----- 1 \$500.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Tu 10/23/12 12:53 PM M-F 12-1p 12-1p :30 DMMPACAPAC1201 \$500.00 NM									

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
584150-1	10/28/12	October 2012	10/01/12 - 10/28/12
Advertiser	Product	Estimate Number	
Missouri PMCSA	MISSOURI PMCSA	C23C29	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
7	10/24/12	10/24/12	M-F 12-1p	12-1p	--W----	:30	1	\$500.00	NM
line 7 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --W---- 1 \$500.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/24/12 12:28 PM M-F 12-1p 12-1p :30 DMMPACAPAC1201 \$500.00 NM									
8	10/25/12	10/25/12	M-F 12-1p	12-1p	---T---	:30	1	\$500.00	NM
line 8 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ---T--- 1 \$500.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 10/25/12 12:23 PM M-F 12-1p 12-1p :30 DMMPACAPAC1201 \$500.00 NM									
9	10/26/12	10/26/12	M-F 12-1p	12-1p	----F--	:30	1	\$500.00	NM
line 9 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ----F-- 1 \$500.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 F 10/26/12 12:30 PM M-F 12-1p 12-1p :30 DMMPACAPAC1201 \$500.00 NM									
10	10/23/12	10/23/12	M-F 4-5p	4-5p	-T-----	:30	1	\$375.00	NM
line 10 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -T----- 1 \$375.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Tu 10/23/12 4:40 PM M-F 4-5p 4-5p :30 DMMPACAPAC1201 \$375.00 NM									
11	10/25/12	10/25/12	M-F 4-5p	4-5p	---T---	:30	1	\$375.00	NM
line 11 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ---T--- 1 \$375.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 10/25/12 4:24 PM M-F 4-5p 4-5p :30 DMMPACAPAC1201 \$375.00 NM									
12	10/23/12	10/23/12	M-F 7-9a	7-9a	-T-----	:30	1	\$825.00	NM
line 1 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -T----- 1 \$825.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Tu 10/23/12 7:16 AM M-F 7-9a 7-9a :30 DMMPACAPAC1201 \$825.00 NM									
13	10/24/12	10/24/12	M-F 7-9a	7-9a	--W----	:30	1	\$825.00	NM
line 13 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --W---- 1 \$825.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/24/12 8:40 AM M-F 7-9a 7-9a :30 DMMPACAPAC1201 \$825.00 NM									
14	10/25/12	10/25/12	M-F 7-9a	7-9a	---T---	:30	1	\$825.00	NM
line 14 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ---T--- 1 \$825.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 10/25/12 8:46 AM M-F 7-9a 7-9a :30 DMMPACAPAC1201 \$825.00 NM									

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
584150-1	10/28/12	October 2012	10/01/12 - 10/28/12
Advertiser	Product	Estimate Number	
Missouri PMCSA	MISSOURI PMCSA	C23C29	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
15	10/26/12	10/26/12	M-F 7-9a	7-9a	----F--	:30	1	\$825.00	NM
line 15									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	----F--	1	\$825.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	F	10/26/12	7:59 AM	M-F 7-9a	7-9a	:30	DMMPACAPAC1201	\$825.00	NM
17	10/28/12	10/28/12	Su 7-9a	Su 7-9a	-----S	:30	1	\$500.00	NM
line 17									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-----S	1	\$500.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Su	10/28/12	7:49 AM	Su 7-9a	Su 7-9a	:30	DMMPACAPAC1201	\$500.00	NM
18	10/23/12	10/23/12	M-F 9-10p	9-10p	-T-----	:30	1	\$1,800.00	NM
line 18									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-T-----	1	\$1,800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	10/23/12		M-F 9-10p	9-10p	:00		<del>\$1,800.00</del>	NM
Credited									
19	10/24/12	10/24/12	M-F 9-10p	9-10p	--W----	:30	1	\$1,800.00	NM
line 19									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	--W----	1	\$1,800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	W	10/24/12	11:13 PM	M-F 9-10p	9-10p	:30	DMMPACAPAC1201	\$1,800.00	NM
*									
20	10/25/12	10/25/12	M-F 9-10p	9-10p	---T---	:30	1	\$1,800.00	NM
line 20									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	---T---	1	\$1,800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Th	10/25/12	10:39 PM	M-F 9-10p	9-10p	:30	DMMPACAPAC1201	\$1,800.00	NM
*									
21	10/26/12	10/26/12	M-F 9-10p	9-10p	----F--	:30	1	\$1,800.00	NM
line 21									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	----F--	1	\$1,800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	F	10/26/12	9:28 PM	M-F 9-10p	9-10p	:30	DMMPACAPAC1201	\$1,800.00	NM
23	10/25/12	10/25/12	World Series on FOX	6p-CC	---T---	:30	1	\$3,000.00	NM
line 23									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	---T---	1	\$3,000.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Th	10/25/12	6:29 PM	World Series on FOX	6p-CC	:30	DMMPACAPAC1201	\$3,000.00	NM
24	10/26/12	10/26/12	M-F 10-1030p	10-1030p	----F--	:30	1	\$1,800.00	NM
line 24									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	----F--	1	\$1,800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	F	10/26/12	10:29 PM	M-F 10-1030p	10-1030p	:30	DMMPACAPAC1201	\$1,800.00	NM

Total Spots

20

Gross Total

\$18,750.00

We warrant that the actual broadcast information shown on this invoice was taken from the program log. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales contract with this station, whether verbal or written.

## INVOICE



Send Payment To:

WDAF  
3600 Solutions Center  
Chicago, IL 60677-3006

Invoice #	Invoice Date	Invoice Month	Invoice Period
584150-1	10/28/12	October 2012	10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
Missouri PMCSA	MISSOURI PMCSA	C23C29

Payment Terms 30 Days

Agency Commission	\$2,812.50
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Net Amount Due	\$15,937.50
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## INVOICE



**WDAF**  
**3030 Summit St.**  
**Signal Hill**  
**Kansas City, MO 64108**  
**Main: (816)753-4567**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
586911-1	11/11/12	November 2012	10/29/12 - 11/06/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Dan Driscoll	Washington DC	National

Advertiser	Product	Estimate Number
Missouri PMCSA	MOPE	C30N06

Billing Address:

**Smart Media Group LLC**  
**Attention: Accounts Payable**  
**814 King Street**  
**Suite 400**  
**Alexandria, VA 22314**

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Flight Dates	Order #	Alt Order #
10/30/12 - 11/06/12	586911	09853278

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code
1046	MOPE	ORDR

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																								
1	10/30/12	10/30/12	M-F 9-10a	9-10a	-T-----	:30	1	\$500.00	NM																																								
<table> <tr> <td>Weeks:</td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>MTWTFSS</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="4"></td></tr> <tr> <td></td><td>10/29/12</td><td>11/04/12</td><td>-T-----</td><td>1</td><td>\$500.00</td><td colspan="4"></td></tr> <tr> <td><u>Spots: # Ch</u></td><td><u>Day</u></td><td><u>Air Date</u></td><td><u>Air Time</u></td><td><u>Description</u></td><td><u>Start/End Time</u></td><td><u>Length</u></td><td><u>Ad-ID</u></td><td><u>Rate</u></td><td><u>Type</u></td></tr> <tr> <td>1 4</td><td>Tu</td><td>10/30/12</td><td>9:39 AM</td><td>M-F 9-10a</td><td>9-10a</td><td>:30</td><td>DMMPACAPAC1201</td><td>\$500.00</td><td>NM</td></tr> </table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>						10/29/12	11/04/12	-T-----	1	\$500.00					<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>	1 4	Tu	10/30/12	9:39 AM	M-F 9-10a	9-10a	:30	DMMPACAPAC1201	\$500.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																												
	10/29/12	11/04/12	-T-----	1	\$500.00																																												
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>																																								
1 4	Tu	10/30/12	9:39 AM	M-F 9-10a	9-10a	:30	DMMPACAPAC1201	\$500.00	NM																																								
2	10/31/12	10/31/12	M-F 9-10a	9-10a	--W----	:30	1	\$500.00	NM																																								
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Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																												
	10/29/12	11/04/12	--W----	1	\$500.00																																												
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>																																								
1 4	W	10/31/12	9:31 AM	M-F 9-10a	9-10a	:30	DMMPACAPAC1201	\$500.00	NM																																								
3	11/01/12	11/01/12	M-F 9-10a	9-10a	---T---	:30	1	\$500.00	NM																																								
<table> <tr> <td>Weeks:</td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>MTWTFSS</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="4"></td></tr> <tr> <td></td><td>10/29/12</td><td>11/04/12</td><td>---T---</td><td>1</td><td>\$500.00</td><td colspan="4"></td></tr> <tr> <td><u>Spots: # Ch</u></td><td><u>Day</u></td><td><u>Air Date</u></td><td><u>Air Time</u></td><td><u>Description</u></td><td><u>Start/End Time</u></td><td><u>Length</u></td><td><u>Ad-ID</u></td><td><u>Rate</u></td><td><u>Type</u></td></tr> <tr> <td>1 4</td><td>Th</td><td>11/01/12</td><td>9:42 AM</td><td>M-F 9-10a</td><td>9-10a</td><td>:30</td><td>DMMPACAPAC1201</td><td>\$500.00</td><td>NM</td></tr> </table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>						10/29/12	11/04/12	---T---	1	\$500.00					<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>	1 4	Th	11/01/12	9:42 AM	M-F 9-10a	9-10a	:30	DMMPACAPAC1201	\$500.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																												
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1 4	Th	11/01/12	9:42 AM	M-F 9-10a	9-10a	:30	DMMPACAPAC1201	\$500.00	NM																																								
4	11/02/12	11/02/12	M-F 9-10a	9-10a	----F--	:30	1	\$500.00	NM																																								
<table> <tr> <td>Weeks:</td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>MTWTFSS</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="4"></td></tr> <tr> <td></td><td>10/29/12</td><td>11/04/12</td><td>----F--</td><td>1</td><td>\$500.00</td><td colspan="4"></td></tr> <tr> <td><u>Spots: # Ch</u></td><td><u>Day</u></td><td><u>Air Date</u></td><td><u>Air Time</u></td><td><u>Description</u></td><td><u>Start/End Time</u></td><td><u>Length</u></td><td><u>Ad-ID</u></td><td><u>Rate</u></td><td><u>Type</u></td></tr> <tr> <td>1 4</td><td>F</td><td>11/02/12</td><td>9:29 AM</td><td>M-F 9-10a</td><td>9-10a</td><td>:30</td><td>DMMPACAPAC1201</td><td>\$500.00</td><td>NM</td></tr> </table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>						10/29/12	11/04/12	----F--	1	\$500.00					<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>	1 4	F	11/02/12	9:29 AM	M-F 9-10a	9-10a	:30	DMMPACAPAC1201	\$500.00	NM
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Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																												
	11/05/12	11/11/12	-T-----	1	\$500.00																																												
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1 4	Tu	11/06/12	9:48 AM	M-F 9-10a	9-10a	:30	DMMPACAPAC1201	\$500.00	NM																																								

## INVOICE



Send Payment To:  
**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
586911-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Missouri PMCSA	MOPET	C30N06	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/30/12	10/30/12	M-F 12-1p	12-1p	-T-----	:30	1	\$500.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-T-----	1	\$500.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	10/30/12	12:39 PM	M-F 12-1p	12-1p	:30	DMMPACAPAC1201	\$500.00	NM
7	10/31/12	10/31/12	M-F 12-1p	12-1p	--W----	:30	1	\$500.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	--W----	1	\$500.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	W	10/31/12	12:23 PM	M-F 12-1p	12-1p	:30	DMMPACAPAC1201	\$500.00	NM
8	11/01/12	11/01/12	M-F 12-1p	12-1p	---T---	:30	1	\$500.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	---T---	1	\$500.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Th	11/01/12	12:25 PM	M-F 12-1p	12-1p	:30	DMMPACAPAC1201	\$500.00	NM
9	11/02/12	11/02/12	M-F 12-1p	12-1p	----F--	:30	1	\$500.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	----F--	1	\$500.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	F	11/02/12	12:23 PM	M-F 12-1p	12-1p	:30	DMMPACAPAC1201	\$500.00	NM
10	11/05/12	11/05/12	M-F 12-1p	12-1p	M-----	:30	1	\$500.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$500.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	11/05/12	12:13 PM	M-F 12-1p	12-1p	:30	DMMPACAPAC1201	\$500.00	NM
11	10/30/12	10/30/12	M-F 4-5p	4-5p	-T-----	:30	1	\$375.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-T-----	1	\$375.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	10/30/12	4:28 PM	M-F 4-5p	4-5p	:30	DMMPACAPAC1201	\$375.00	NM
12	11/01/12	11/01/12	M-F 4-5p	4-5p	---T---	:30	1	\$375.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	---T---	1	\$375.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Th	11/01/12	4:18 PM	M-F 4-5p	4-5p	:30	DMMPACAPAC1201	\$375.00	NM
13	10/30/12	10/30/12	M-F 7-9a	7-9a	-T-----	:30	1	\$825.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-T-----	1	\$825.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	10/30/12	8:09 AM	M-F 7-9a	7-9a	:30	DMMPACAPAC1201	\$825.00	NM

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
586911-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Missouri PMCSA	MOPET	C30N06	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
14	10/31/12	10/31/12	M-F 7-9a	7-9a	--W----	:30	1	\$825.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	--W----	1	\$825.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	W	10/31/12	7:09 AM	M-F 7-9a	7-9a	:30	DMMPACAPAC1201	\$825.00	NM
15	11/01/12	11/01/12	M-F 7-9a	7-9a	---T---	:30	1	\$825.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	---T---	1	\$825.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Th	11/01/12	7:39 AM	M-F 7-9a	7-9a	:30	DMMPACAPAC1201	\$825.00	NM
16	11/02/12	11/02/12	M-F 7-9a	7-9a	----F--	:30	1	\$825.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	----F--	1	\$825.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	F	11/02/12	8:36 AM	M-F 7-9a	7-9a	:30	DMMPACAPAC1201	\$825.00	NM
17	11/05/12	11/05/12	M-F 7-9a	7-9a	M-----	:30	1	\$825.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$825.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	11/05/12	8:44 AM	M-F 7-9a	7-9a	:30	DMMPACAPAC1201	\$825.00	NM
18	11/06/12	11/06/12	M-F 7-9a	7-9a	-T-----	:30	1	\$825.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	-T-----	1	\$825.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	11/06/12	8:23 AM	M-F 7-9a	7-9a	:30	DMMPACAPAC1201	\$825.00	NM
20	11/04/12	11/04/12	530-6p	530-6p	-----S	:30	1	\$375.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S	1	\$375.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Su	11/04/12		530-6p	530-6p	:00		<del>\$375.00</del>	NM
	Credited								
21	10/30/12	10/30/12	9-930p	9-930p	-T-----	:30	1	\$1,800.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-T-----	1	\$1,800.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	10/30/12	9:27 PM	9-930p	9-930p	:30	DMMPACAPAC1201	\$1,800.00	NM
22	10/31/12	10/31/12	9-930p	9-930p	--W----	:30	1	\$1,800.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	--W----	1	\$1,800.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	W	10/31/12	9:24 PM	9-930p	9-930p	:30	DMMPACAPAC1201	\$1,800.00	NM

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
586911-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Missouri PMCSA	MOPET	C30N06	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
23	11/01/12	11/01/12	9-930p	9-930p	---T---	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---T--- 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Th 11/01/12 9:24 PM 9-930p 9-930p :30 DMMPACAPAC1201 \$1,800.00 NM									
24	11/02/12	11/02/12	9-930p	9-930p	----F--	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 11/02/12 9:14 PM 9-930p 9-930p :30 DMMPACAPAC1201 \$1,800.00 NM									
25	11/05/12	11/05/12	9-930p	9-930p	M-----	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 11/05/12 9:09 PM 9-930p 9-930p :30 DMMPACAPAC1201 \$1,800.00 NM									
26	11/01/12	11/01/12	M-F 3-4p	3-4p	---T---	:30	2	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---T--- 2 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Th 11/01/12 3:09 PM M-F 3-4p 3-4p :30 DMMPACAPAC1201 \$150.00 NM 2 4 Th 11/01/12 3:55 PM M-F 3-4p 3-4p :30 DMMPACAPAC1201 \$150.00 NM									
27	11/02/12	11/02/12	M-F 3-4p	3-4p	----F--	:30	2	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 2 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 11/02/12 3:17 PM M-F 3-4p 3-4p :30 DMMPACAPAC1201 \$150.00 NM 2 4 F 11/02/12 4:00 PM M-F 3-4p 3-4p :30 DMMPACAPAC1201 \$150.00 NM									
28	11/05/12	11/05/12	M-F 3-4p	3-4p	M-----	:30	1	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 11/05/12 3:28 PM M-F 3-4p 3-4p :30 DMMPACAPAC1201 \$150.00 NM									
29	11/01/12	11/01/12	M-F 3-4p	3-4p	---T---	:30	1	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---T--- 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Th 11/01/12 3:29 PM M-F 3-4p 3-4p :30 DMMPACAPAC1201 \$375.00 NM									
30	11/02/12	11/02/12	M-F 3-4p	3-4p	----F--	:30	1	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 11/02/12 3:37 PM M-F 3-4p 3-4p :30 DMMPACAPAC1201 \$375.00 NM									

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
586911-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Missouri PMCSA	MOPET	C30N06	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
31	11/05/12	11/05/12	M-F 3-4p	3-4p	M-----	:30	1	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$375.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 11/05/12 3:09 PM M-F 3-4p 3-4p :30 DMMPACAPAC1201 \$375.00 NM									
32	11/03/12	11/03/12	Sa 7-9a	Sa 7-9a	-----S-	:30	1	\$800.00	NM
In 30 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S- 1 \$800.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Sa 11/03/12 8:44 AM Sa 7-9a Sa 7-9a :30 DMMPACAPAC1201 \$800.00 NM									
33	11/04/12	11/04/12	Su 7-9a	Su 7-9a	-----S	:30	1	\$800.00	NM
In 31 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$800.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Su 11/04/12 6:59 AM Su 7-9a Su 7-9a :30 DMMPACAPAC1201 \$800.00 NM									
34	11/04/12	11/04/12	Su 10p Sports SP	Su 10-1035p	-----S	:30	1	\$1,000.00	NM
In 32 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$1,000.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Su 11/04/12 10:24 PM Su 10p Sports SP Su 10-1035p :30 DMMPACAPAC1201 \$1,000.00 NM									
35	11/05/12	11/05/12	FOX Prime Monday 8-9p	8p-9p	M-----	:30	1	\$1,800.00	NM
In 33 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$1,800.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 11/05/12 8:44 PM FOX Prime Monday 8-9p 8p-9p :30 DMMPACAPAC1201 \$1,800.00 NM									
36	11/01/12	11/01/12	FOX X Factor	7-9p	---T---	:30	1	\$3,000.00	NM
In 34 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---T--- 1 \$3,000.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 11/01/12 8:02 PM FOX X Factor 7-9p :30 DMMPACAPAC1201 \$3,000.00 NM									
37	11/02/12	11/02/12	FOX Prime Friday 7-8p	7p-8p	----F--	:30	1	\$1,000.00	NM
In 35 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$1,000.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 F 11/02/12 7:00 PM FOX Prime Friday 7-8p 7p-8p :30 DMMPACAPAC1201 \$1,000.00 NM									
38	11/02/12	11/02/12	FOX Prime Friday 8-9p	8p-9p	----F--	:30	1	\$1,000.00	NM
In 36 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$1,000.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 F 11/02/12 8:43 PM FOX Prime Friday 8-9p 8p-9p :30 DMMPACAPAC1201 \$1,000.00 NM									

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
586911-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Missouri PMCSA	MOJET	C30N06	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
39	11/02/12	11/02/12	M-F 630-7p	630-7p	----F--	:30	1	\$2,160.00	NM
	In 37								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	----F--	1	\$2,160.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	F	11/02/12	6:36 PM	M-F 630-7p	630-7p	:30	DMMPACAPAC1201	\$2,160.00	NM
40	11/05/12	11/05/12	M-F 630-7p	630-7p	M-----	:30	1	\$2,155.00	NM
	In 38								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$2,155.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	11/05/12	6:36 PM	M-F 630-7p	630-7p	:30	DMMPACAPAC1201	\$2,155.00	NM
41	11/05/12	11/05/12	M-F 630-7p	630-7p	M-----	:30	1	\$2,160.00	NM
	In 40								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$2,160.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	11/05/12	6:53 PM	M-F 630-7p	630-7p	:30	DMMPACAPAC1201	\$2,160.00	NM
42	11/06/12	11/06/12	M-F 10-11a	10-11a	-T-----	:30	1	\$375.00	NM
	In 39								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	-T-----	1	\$375.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	11/06/12	10:50 AM	M-F 10-11a	10-11a	:30	DMMPACAPAC1201	\$375.00	NM

Total Spots 42 Gross Total \$37,825.00

## Payment Terms 30 Days

Agency Commission \$5,673.75

Net Amount Due \$32,151.25

## INVOICE



**WDAF**  
**3030 Summit St.**  
**Signal Hill**  
**Kansas City, MO 64108**  
**Main: (816)753-4567**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
584150-2	11/11/12	November 2012	10/29/12 - 10/29/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Dan Driscoll	Washington DC	National

Advertiser	Product	Estimate Number
Missouri PMCSA	MISSOURI PMCSA	C23C29

Billing Address:

**Smart Media Group LLC**  
**Attention: Accounts Payable**  
**814 King Street**  
**Suite 400**  
**Alexandria, VA 22314**

Flight Dates	Order #	Alt Order #
10/23/12 - 10/29/12	584150	09842332

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code
1046	MOPE	ORDR

Agency Ref	Advertiser Ref

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/29/12	10/29/12	M-F 9-10a	9-10a	M-----	:30	1	\$500.00	NM
line 5									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	M-----	1	\$500.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/29/12	9:17 AM	M-F 9-10a	9-10a	:30	DMPCAPAC1201	\$500.00	NM
16	10/29/12	10/29/12	M-F 7-9a	7-9a	M-----	:30	1	\$825.00	NM
line 6									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	M-----	1	\$825.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/29/12	8:43 AM	M-F 7-9a	7-9a	:30	DMPCAPAC1201	\$825.00	NM
22	10/29/12	10/29/12	M-F 9-10p	9-10p	M-----	:30	1	\$1,800.00	NM
line 22									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	M-----	1	\$1,800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/29/12	9:56 PM	M-F 9-10p	9-10p	:30	WORKING 4 YOU ID	\$1,800.00	NM

**Total Spots** 3 **Gross Total** \$3,125.00

## Payment Terms 30 Days

**Agency Commission** \$468.75

**Net Amount Due** \$2,656.25